[MP] eMediaManager:My Account [D]

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eMediaManagerSM Feedback

Reporting & Managing Price & Availability Planning & Buying My Account

•	Listing of completed, saved, pending (submitted but not
	accented) and active Media Plans.

accepted), and active Media Plans. Listing of pending RFPs. Update Company Information, Buyer Information, & Buyer PW

View Billing/Accounting information

[MP] eMediaManager:Price & Availability [D]

Media Plan Profile (Campaign XXX)	Specifications Price & Availability	Winners Maximum User	Total Impressions	W. T. Was Period: Unique Monthly Visitors	Reach	Frequency	Rating Points	#Demodraphics Cost	CPM	Sheaffeathins Sheaffeathins
Home Products & Services	Company	Tell A Friend	emediamanager". Feedback		Price & Availability	Planning & Buying	Reporting & Managing		FIG. 2	

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[MP] eMediaManager:P&A:Medium [D]

[MP] eMediaManager:P&A:Medium/Sellers:Medium Type [D]

Specifications Company Tigli A Friend Medium/Sellers Sellers Medium Type Medium Type will show all available types of inventory. Intra & Availability Price & Availability Price & Availability Reporting & Managing Reporting & Managing FIG. 4 Fig. 6 Fig. 7 Fig. 6 Fig. 6 Fig. 6 Fig. 6 Fig. 7 Fig. 7
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[MP] eMediaManager:P&A:Medium/Sellers:Sellers [D]

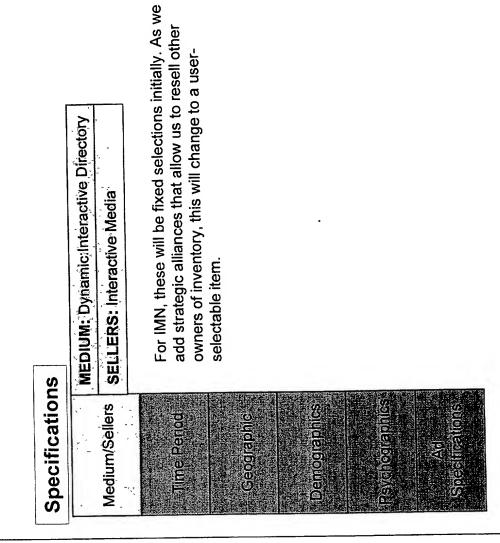
Company	Specifications	કા	
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W.Accumt	Time Period	Medium Type.	
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Planning & Buying	Ceoglaphic.		
Reporting & Managing			

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[MP] eMediaManager:P&A:AdType:Brand [D]

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FIG 6



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[MP] eMediaManager:P&A:Time [D]

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ne ducts & Ser npany A Friend	Mar	S S	Price & Ava	a gu
Home Products Compan Tell A Fr	Media	Feedback	ice (anni
	eN L		F F	<u>a</u>

SL		Start Date	End Date	Day Part	This section will define the time parameters for the	selected medium. Time will include start/stop dates and time-of-day ("Day Part") selections. The date selections will always be available, regardless of what	mediums/brands are selected; time-of-day will only be active if the medium/brand offers that capability.			
Specifications	Medium/Sellers.		Time Period		Geographic	SSIIdencons		Psychographics	ंड्रोहरू ज् ^{रा} ल्डिस विभाष्ट	

[MP] eMediaManager:P&A:Time(IMN) [D]

8			jing
& Services	eMediaManager SM	My Account	Planning & Buying
	Feedback	Price & Availability	Reporting & Managing
Home Products & Company Tell A Frien	eMediaMa Feedback	ly Accour	nning 8 porting
S P	eN	My	Pla
	Fe	in	Rej

SU	MEDIUM: Dynamic:Interactive Directory	SELLERS: Interactive Media	Start Date	End Date	Day Part	For IMN, all three variables may be selected, including multiple Start/End dates and Day Part combinations. Day Parts will be based on a 1-hour granularity; Dates will be based on a 1-day granularity and can cover from next-day to 1 year in advance.		
Specifications		Medium/Sellers		Time Period	1	Geographic to the second secon	Psychographics	Signamosis:

[MP] eMediaManager:P&A:Location [D]

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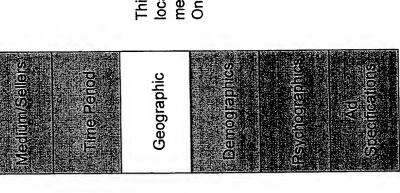
Specifications

eMediaManager SM	Feedback

		Availability
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This section will define the geographic and physical location parameters for the selected medium. Most mediums will allow a geographic selection, except Online which in most cases is non-determinant.

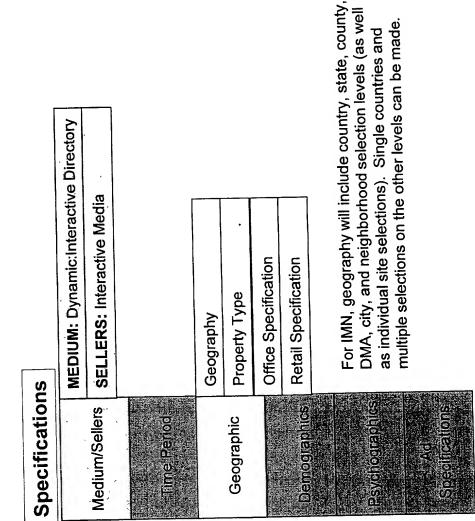
FIG. 9



Reporting & Managing

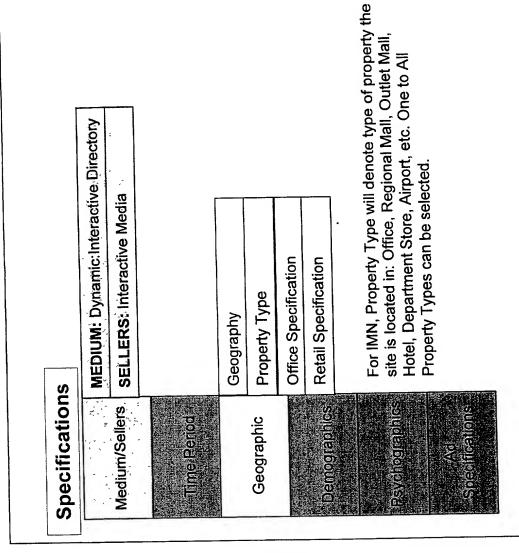
[MP] eMediaManager:P&A:Location(IMN):Geography [D]

Home Products & Services Company Tell & Friend	eMediaManager SM Feedback	Price & Availability Planning & Buying Reporting & Managing



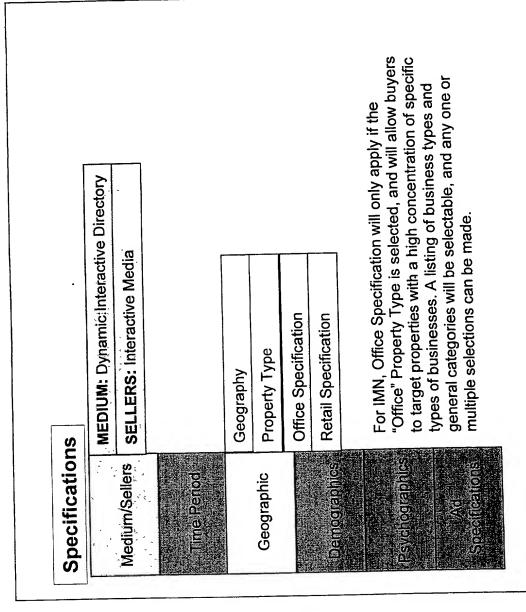
[MP] eMediaManager:P&A: Location(IMN):Property Type[D]

Home Products & Services	Company.	eMediaManager SM Feedback	My Account	Price & Availability Planning & Buying Reporting & Managing



[MP] eMediaManager:P&A: Location(IMN):Tenant SIC [D]

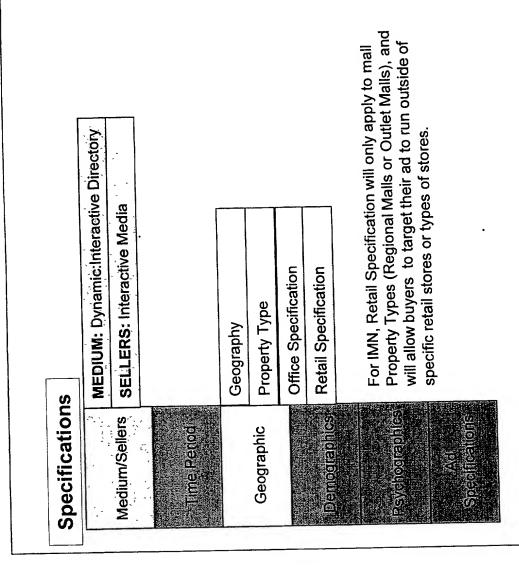
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[MP] eMediaManager:P&A: Location(IMN):Store Proximity [D]

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Home Products Company Tell A Fri	eMediaManager SM Feedback My Account	Price & A Planning Reportin

FIG 13

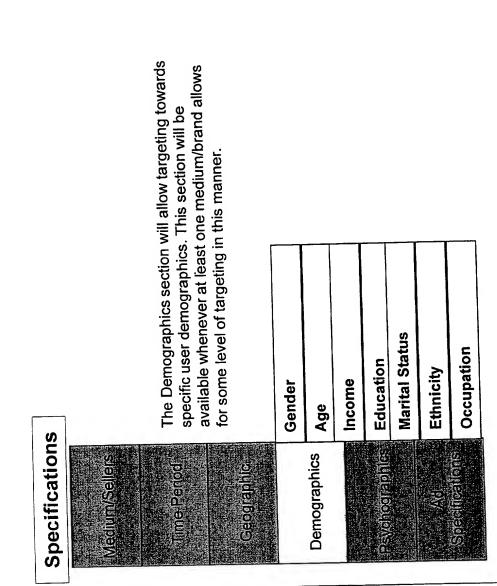


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[MP] eMediaManager:P&A:User Demographics [D]

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Home Products & Services	Company	Tell A Friend	eMediaManager SM	Feedback	My Account	Price & Availability	Planning & Buying	Reporting & Managing





[MP] eMediaManager:P&A:Demographics(IMN) [D]

Home Products & Services Company Tell A Friend eMediaManager SM Feedback	My Account Price & Availability Planning & Buying Reporting & Managin
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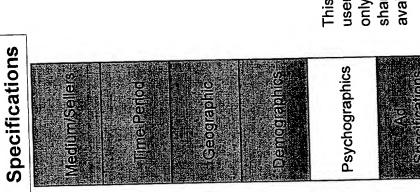
	Ethnicity Ethnicity	Specifications Medium/Sellers SELLERS: Interactive Demographics selections will be available. Demographics will be determined in most property Types by mapping known traffic patterns to US Census data for those areas. In the Office market, it will be derived by mapping SIC demographic profiles weighted against the percent of space being leased. Demographics Age Income Education Marital Status Marital Status
		Marital Status
	Marital Status	1
		Income
		1_
		Gender
		لــــــا
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[MP] eMediaManager:P&A:User Psychographics [D]

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eMediaManagerSM Feedback My Account
Price & Availability
Planning & Buying
Reporting & Managing

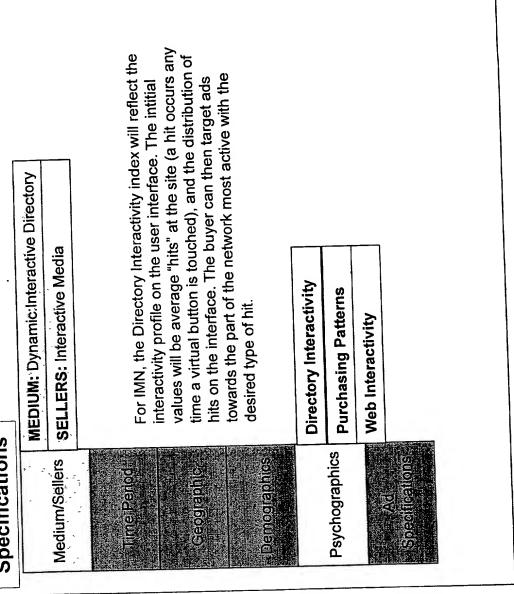
FIG. 16



This section will allow the media buyer to target specific user psychographics where available. The section will only be available for selection if all medium/brands share the same psychographics indices. In general, available indices will be specific to the type of medium.

[MP] eMediaManager:P&A:Psychographics(IMN):Directory-Int. [D]

S	MEDIUM: Dyn	SELLERS, II		For IMN, the interactivity	values will b time a virtua	hits on the in	desired type
Specification	Modium/Sellers		Fine Pariotal		Seconiaphic		*Demographies
		WS			llity	ing	naging
Company	Tell A Friend	eMediaManager	Feedback	My Account	Price & Availab	Planning & Buy	Reporting & Managing
	Company	Specifications Medium/Sellers	Specifications Medium/Sellers	Specifications Medium/Sellers	Specifications Medium/Sellers Time Pendd	Medium/Sellers Time Period:	Medium/Sellers Medium/Sellers Lime Periodal



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[MP] eMediaManager:P&A: Psychographics(IMN):Purchasing [D]

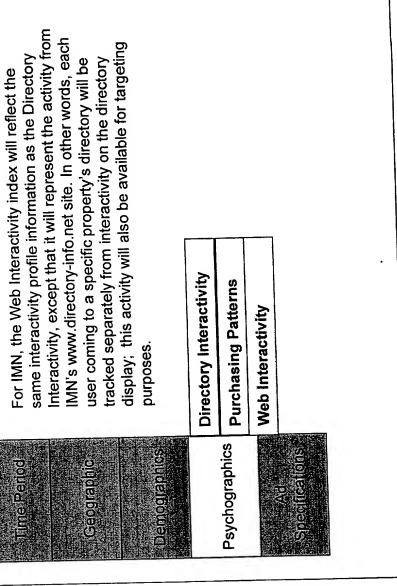
Price & Availability Planning & Buying Reporting & Managing Demographics For IMN, the Purchasing index will refinite the process of the network with standard that part of
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FIG. 18

ourchasing index will reflect the purchase on the directory network as well as the art of the network with specific buying nd will allow buyers to target their ad Directory Interactivity **Purchasing Patterns** Web Interactivity Psychographics

[MP] eMediaManager:P&A: Psychographics(IMN):Web-Int. [D]

Products & Services		
Company	Specifications	S
Tell A Friend		MEDIUM: Dynamic:Interactive Directory
	Medium/Sellers	SELLERS: Interactive Media
eMediaManager SM		,
Feedback		
	Time Pariod	For IMN, the Web Interactivity Index w
My Account		same interactivity profile information a Interactivity, except that it will represe
Price & Availability		IMN's www.directory-info.net site. In c
	T. Geographica	user coming to a specific property's di
Planning & Buying		tracked separately from Interactivity of
Reporting & Managing		display, this activity will give be and



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[MP] eMediaManager:P&A:Specifications [D]

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eMediaManagerSM Feedback My Account
Price & Availability
Planning & Buying
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FIG. 20

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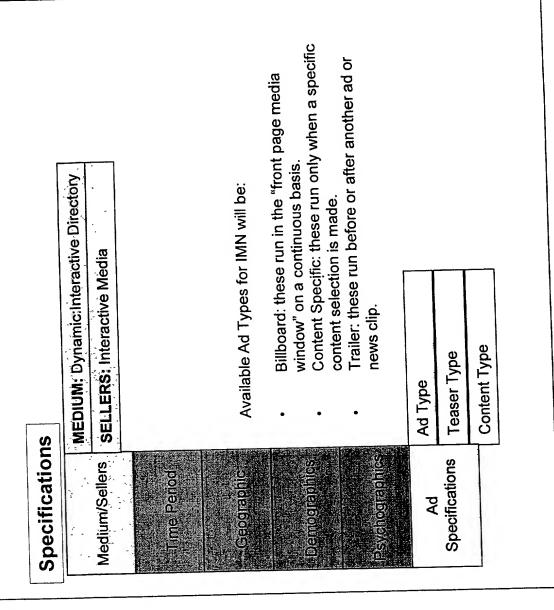
Specifications Medium/Sellers Time Period Geographic

Ad Specifications

This section will define the ad parameters for the selected medium. It will only be selectable when the Medium Type section is narrowed down to the point where all sellers share the same ad specification file. In general, these will be unique to each medium/seller combination. However, certain types, like industry-standard Web-based banner ads, would be the same for all sellers and the ad specification button would become active even if all sellers were selected.

[MP] eMediaManager:P&A:Specs(IMN):Ad Type [D]

Home
Products & Services
Company
Tell A Friend
Medium/Se
MediaManagersM
Feedback
My Account
Price & Availability
Price & Availability
Price & Buying
Reporting & Managing

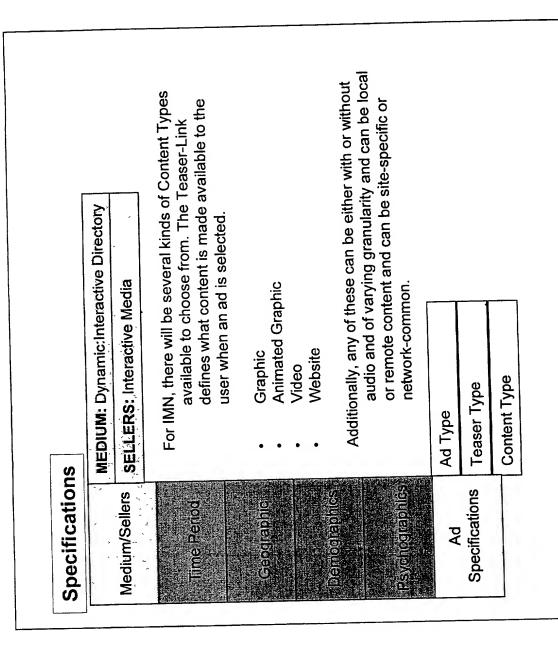


[MP] eMediaManager:P&A:Specs(IMN):Teaser Type [D]

		MEDIUM: Dynamic:Interactive Directory	SELLERS: Interactive Media			For IMN, there will be three kinds of standard Teaser Types available to choose from:	GraphicAnimated GraphicVideo	Additionally, any of these can be either with or without audio and of varying granularity.	Ad Type	Teaser Type	Content Type
	Specifications		Medium/Sellers	Time Period		: Gengraphic	The state of the s	Psychographics		Specifications	
Home Services	Company	Tell A Friend		eMediaManager ^{>'''} Feedback	My Account	Price & Availability	Planning & Buying Reporting & Managing	FIG. 22			

[MP] eMediaManager:P&A:Specs(IMN):Teaser-Link Type [D]

Home Products & Services Company Tell A Friend	eMediaManager ^{sм} Feedback	My Account Price & Availability	Planning & Buying Reporting & Managing
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[MP] eMediaManager:Planning & Buying [D]

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eMediaManager SM	Feedback

My Account Price & Availability Planning & Buying Renorting & Managing

Select From Previous Reserve Inventory Modify Submitted Create New **Submit Current** Email Current View Site List View Pending Save Current

>> Section to create new plan from scratch, make from previous plan, view Previous plans, modify active plans.

[MP] eMediaManager:Reporting & Managing [D]

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eMediaManagerSM Feedback

Reporting & Managing Planning & Buying Price & Availability My Account

>> View all archived plans that advertiser has Read privileges on. Select any one for >> View all active plans that advertiser has Read privileges on. Select any one for Details. Run reports on individual or groups of plans. Details. Run reports on individual or groups of plans.

Archived Plans Active Plans

MPI Feedback [D]

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eMediaManagersm Feedback

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	>> link to xx:Feedback			

Home
Products & Services
Company
Tell A Friend

Overview
Advertising
Feedback

FIG. 27

LAJ OVENIEW [DB]

>> Text network/medium description targeted at local advertisers. Simple step
by-step instructions.

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Geographic zoom to local sites, or enter addresses Cyclical or On-Demand only All types available All types available Interactive Content **Teaser Content** Site Selection Stop Date Ad Spot

Cost

- Number of times ad would run
 Number of impressions
 Total cost
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